

## Abstract

The bachelor thesis *Options of Digital and Social Media Utilization in Pharmaceutical Marketing* focuses on the specific aspects of a connection between social media and commercial communication related to the over-the-counter medicinal products. The principal aim of the theoretical part of this thesis is to introduce the topic of pharmaceutical advertising, while the practical part is designed to answer the questions of if and how is it suitable to use social media such as Facebook, Instagram or YouTube as channels for distribution of commercial content related to a medicinal product called *Skinoren* cream. The theoretical part consecutively puts advertising into the context of marketing and media, introduces the importance of the new media including the social media and describes the challenges of legal and ethical regulation of pharmaceutical advertising. The whole topic is then demonstrated in the practical part as an analysis of two real advertising campaigns. The practical part of this thesis then deals with the attitudes of a chosen target group towards advertising utilization of Facebook. The research was executed as a case study using in-depth interviews as a qualitative method of data collection. The interpretation of the collected data shows that – as a strong marketing tool – Facebook cannot be omitted even in the pharmaceutical advertising. The content of the sponsored profile, however, has to be very heterogenous and covering topics of rather scientific as well as more common nature. In the social media the medicinal product cannot be promoted as a panacea, but rather as one from many options. A significant attention must be paid to the visual aspect of the promotional communication.